



.RUGBY INTERNET DOMAIN NAME LAUNCH





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For immediate release
Issued on behalf of World Rugby

World Rugby to launch dot rugby as new digital identity of the rugby community

World Rugby has announced that it has secured the .rugby web domain name on a global basis and will launch it across its properties in 2018.

The ground-breaking acquisition will see the international federation move to 'World.Rugby' as part of the digital re-brand and the .rugby domain name will also be available to unions, regional associations and key stakeholders.

The domain name has been secured by World Rugby for the benefit of the global rugby community and opens the door to a single global digital identity that will link every member of the rugby family in a united and customised space on the Internet.

World Rugby is among the very few international federations to have sought and successfully secured the Top Level Domain (TLD) named after its sport. As a result, World Rugby is now in a position to provide key stakeholders and fans with a trusted domain space that will deliver multiple benefits for the sport.

With competition for a share of digital space, and the youth audience being increasingly competitive, .rugby will play a major role in boosting search engine optimisation for rugby. In emerging markets, dot rugby will help in building communities and strengthening tribal affiliation with the sport through a common global digital identity.

World Rugby obtained the .rugby domain with a view to:

- Accelerating the promotion of rugby in emerging markets and stakeholder brands in a controlled environment;
- Promoting the sport and unifying the global community online under a common identity;
- Making sure the rights of privileged rugby stakeholders are preserved;
- Linking all participants via a specific identity and creating a recognisable digital space for all rugby-related activities online

Making the announcement, World Rugby Chief Executive Brett Gosper said: "This is an exciting moment for a growing, global sport. The .rugby domain defines the sport and will build a truly global community with one identity. Ensuring that .rugby was kept within the sport for the benefit of global rugby is in line with our strategic mission to protect and promote the sport, uniting the community and furthering our audience reach."

The process to obtain the .rugby domain began in 2012, when World Rugby partnered with Roar Domains, a US-based company. World Rugby and Roar Domains were successful in winning the rights following an extensive process backed by all national member unions, national bodies and fans around the world.

Roar Founder and Chairman Ryan Nelson said: "Roar commends World Rugby's commitment in building a global digital brand for its sport. There is no better brand than the name of the sport itself. Roar looks forward to working with World Rugby to launch the .rugby name for the benefit of unions, clubs, players and fans around the world."

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World Rugby believes the global rugby community will embrace dot rugby and is offering priority access to domain names to its six regional associations, 121 national member unions and key stakeholders. The general public will have the chance to use the trusted and secure domain later in 2018.

World Rugby will be moving all its digital platforms to .rugby over time and will work with Roar to offer guidance and support to unions who wish to implement .rugby.

Interested parties should contact info@roar.rugby for further information.

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Welcome to .rugby

This is a simple resource for unions and regions to discover more about World Rugby's acquisition and upcoming use of the **.rugby** Top Level Domain (TLD). It also outlines how the Rugby family can benefit from the sport's official and exclusive digital identity.

Background

Mandated by its unions and regions in 2012, World Rugby partnered with Roar Domains, a US-based sports marketing/tech company, and began the process of procuring the **.rugby** Top Level Domain.

Following a 5-year effort, World Rugby and Roar (now Roar.Rugby) were successful in winning the rights to the TLD and are now in a position to provide key stakeholders and fans with a trusted domain space that will deliver multiple benefits to the sport.

What is .rugby?

- It's a Top Level Domain – equivalent in internet terms to a **.com**, **.net** or **.org**
- It's the official, exclusive and universal internet domain name for the sport of Rugby
- It's designed to be used for email addresses and web addresses.

Why was .rugby secured and what are the benefits?

- **.rugby** is clear, specific and directly relevant to the sport of Rugby. The **.rugby** domain cannot be surpassed. There is no alternative domain extension, no word or abbreviation that better represents Rugby than **.rugby**
- **.rugby** is for Rugby's digital community. The **.rugby** domain provides the opportunity to link and unify the global Rugby family whilst carving out an exclusive territory on the Internet. With vast volumes of diverse content propagating on the Internet daily, **.rugby** provides the opportunity to clearly define, segment and promote the sport of Rugby, its global community and all its content – this is immensely valuable.
- **.rugby** will protect rightful Rugby stakeholders. The **.rugby** registry will serve the Rugby community first and foremost. Rightful stakeholders will be encouraged to secure and use their choice(s) of names under the **.rugby** extension. Unlike domain extensions such as **.com**, **.net** and **.org** etc., policies have been put in place to deter and restrict the entry of domain name speculators or opportunists with no affiliation to Rugby. This level of curation brings integrity and protection, adding substantial value to all **.rugby** domain investments.
- **.rugby** will maximise Search Engine Optimisation. Relevancy drives search effectiveness and there is no stronger relevancy to Rugby than **.rugby**. Transitioning to **.rugby** will have little detriment upon current search results and will in fact enhance rankings over time. This has already been proven by another international sports federation.

How can Member Unions transition to a .rugby domain name?

- The process is simple, straightforward and seamless!
- Old domain addresses can remain in existence and simply re-point to a Member Union's new **.rugby** address where their existing website will be found. There is no change to website appearance and/or content. Over time, old URLs become redundant and can be phased out.
- There is no need to change current stationery as old URLs and email addresses will still operate by re-pointing to new **.rugby** addresses. When stationery stocks have been depleted, re-prints can carry the new **.rugby** URLs and email addresses.

How do Member Unions access new .rugby domain names?

- World Rugby and Roar have created a "National Union Names Package" that is available to every Member Union. The package includes each country's full name (e.g www.England.rugby), the 3-letter country code (e.g www.USA.rugby), the 2-letter country code (e.g www.NZ.rugby), the name of the national men's team (www.Pumas.rugby) and national women's team (www.wallaroos.rugby).
- Roar and World Rugby will assist Member Unions to implement their chosen names from each package with World Rugby covering the cost of each Union's chosen names for the first year. The annual renewal price of each standard name from the National Union Names Package will be USD\$50 thereafter.

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Web Hosting & Email Packages

- In addition to the **.rugby** domain extension Roar has developed a range of web hosting, email and digital security certificate packages that can be scaled to any Member Union's requirements. These offerings are highly cost effective and are available exclusively to the Rugby family.
- For full details and package pricing go to www.roar.rugby

Member Unions and their Rugby communities

- Once a Member Union has selected and adopted **.rugby** for its own organisation it has the ability to offer the **.rugby** extension to its own Rugby community.
- This will be facilitated through the creation of a dedicated web portal that is prepared and skinned specifically for each Member Union. A unique access code will be generated for the Member Union to distribute to its community. Sales via the portal and access code can be tracked and a portion of revenues generated will be shared with the respective Union.

For more information on .rugby and the opportunities it can present to your Member Union please email info@roar.rugby.